

THE ACADEMY OF REAL ASSETS

Philanthropy | Access | Diversity | Curiosity

*“We make a living
by what we get, but
we make a life by
what we give.”*

Winston Churchill

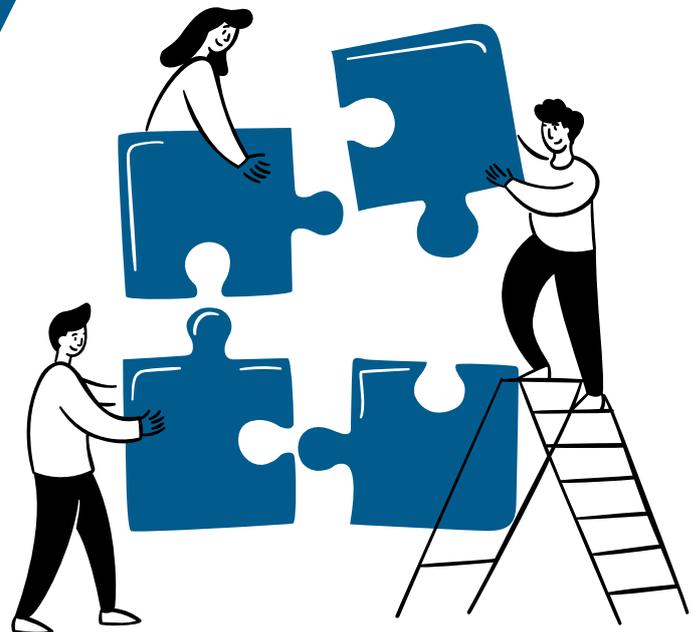
Mission.

Philanthropic:

- 1** To have significant and positive social impact on students from over 2,000 under-served, higher-need UK state schools;
- 2** To widen access to, and increase diversity in, the Real Estate, Real Asset and Investment worlds;

Intellectual and social:

- 3** Member events with guest speakers expert in fields other than Real Estate, Real Asset and Investing.



Delivering our philanthropic objectives

How will The Academy have a social impact?

Step 1

(April-October 2021)

The Academy will invite students in Year 11 and above from 2,000+ UK state schools, that have a very high percentage of free school meal take up, to enter a short 700 word essay competition.

The emphasis will be on encouraging as many students as possible “to have a go”.

From April onwards, as well as writing to teachers at the schools, we will be holding a series of live, virtual events to explain the competition and why students should have a go and enter.

Step 2

(October 2021-January 2022)

The essay title will be sent to all those schools that have registered interest. Teachers will be encouraged to send in their students’ entries by a mid-January 2022 deadline.

The point of contact between The Academy and the schools will be the teacher alone, not individual students.

Step 3

(January 2022-April 2022)

All submitted essays will be read and assessed by a panel put together by The Academy.

The students from all schools that have entered will be entitled to attend one of the exclusive virtual events (see below) featuring Academy members.

Around 40+ students will be commended or highly commended and the winners will be published by “The Property Chronicle” and their essays distributed globally to over 3 million.

Step 4

(April 2022-June 2022)

Every school that has entered will be invited to attend an exclusive, virtual event at which a panel of Academy members will speak to the students about a career in Real Estate, Real Assets and Investing. The idea will be to inspire and give practical advice.

Step 5

(June 2022-)

Any teacher that would like to follow up, after one of these events, can do so and ask The Academy to try to arrange bespoke events with members (for example career days, office visits, further mentoring).

The Academy will liaise between schools, teachers and members to try to fulfil the students’ hopes.

Step 6

Late Summer 2022-October 2022

Schools are approached about the 2022-23 competition.

Why form an Academy?

The Academy of Real Assets will be for those working in Real Estate, Real Assets and Investing. The members:

- will have a direct influence over the philanthropic ambitions we pursue and prioritise;
- will not just help fund, but actively participate in, the projects that will have such a significant social impact;
- will help decide the type of events we hold and the speakers we invite and hear from.

It will be fine for members to support their commercial interests alongside The Academy's philanthropic objectives, for example through widening, diversifying and enhancing their own recruitment pool and making useful new connections at the regular events. Good deeds and good business can go hand in hand.

Why "Real Assets?"

One of the unique aspects of the Real Assets' and Real Estate worlds is that there is opportunity for those with a range of skills, from the academically most gifted to those whose talents lie elsewhere.

This makes us uniquely well-placed, and uniquely responsible, to reach out to students from all backgrounds and educational achievement to help, advise and explain to them these opportunities. As an industry we are determined to widen access and increase diversity. The Academy will make a major contribution to this.



Who will Academy members be?

Members, corporate and individual, will be invited. We will monitor numbers to insure that there is a balance between the buy- and sell-side. Members will want to be part of a body that aims to have a significant social impact but also be intellectually curious to hear, and learn, from guest speakers at our regular gatherings.

How many members will there be?

In our first year (April 2021–March 2022) we have set ourselves an ambitious target of getting to, engaging with and helping students from over 2,000 of the most under-served UK state schools. To make sure we do not let the students down we are looking to have 25 or so corporate members by the Autumn of 2021.

In time we hope to have 100+ corporate members but understand that many will want to see how we do in year 1 before committing. Once we get to around 100 corporate members the scope we have to help large numbers of students, both socially and financially, starts to become really meaningful. We have lots of plans and ambitions but, for now and during Year 1, we will be laser-focused on achieving our immediate objective.

Initially our focus will be on UK state schools and their students but our ambitions are far-reaching and, in time, we hope to extend The Academy to Europe and the rest of the world.

At all times the Editorial Board (see membership below) will oversee the strategic direction, ethics and integrity of The Academy.

We will ask some companies and firms to become "Foundation" and "Founding" members during the Spring and Summer of 2021.

What is the annual cost?

Year 1: Corporate membership is £2500, Individual membership £250.

If we have been successful in achieving our aims and ambitions in Year 1 that cost will rise in Year 2 to £3500 and £350 respectively.

Costs, revenues and financial gifts

It has taken us a year of planning and set up to get to this point (in April we start contacting the 2000+ schools and in May the live broadcasts start).

We estimate that, for the first couple of years 2021-23, the running costs of The Academy, and the initiatives underway, will be approximately £100,000 p/a. These running costs, plus the set up costs, will be met through membership subscriptions and working capital.

Our planning assumption is for 20 corporate members by the end of the first summer, 50 by Spring 2022 and then 100 by April 2023. Once we get to the magic 100 corporate members we will commit a percentage of the revenues to cash grants for social causes the members have suggested and support. We will set up a Chairman's sub-committee to be responsible for these awards. All members would be invited and encouraged to make their suggestions and recommendations.

At the end of each year we will produce The Academy Corporate Social Responsibility (CSR) report in which we will set out the social impact we have made and what has been achieved.

What is the governance of The Academy going to be?

The editorial board will be responsible for the integrity, ethics and overall direction of The Academy.

At the end of each financial year we will produce a CSR report that will set out what social impact has been achieved on behalf of members. Members can publish this as they see fit on their own websites and annual reports.

When The Academy reaches 100 corporate members a percentage of revenues will be allocated to good causes. Members will be able to request and suggest what causes should benefit. A chairman's' sub-committee will be established to make these awards on behalf of Academy members. Of course these will also be set out in the annual CSR report.

How will members be able to judge the value of The Academy?

In our annual Corporate Social Responsibility (CSR) report, issued at the end of each financial year, we will set out in detail what has been achieved on behalf of members. This report will include both a quantitative and qualitative assessment of the social impact made.

Members will thus have an annual report in black and white against which to judge whether their membership fee has been put to good effect. We will also list The Academy events and speakers of the past year.

What publicity will you seek for The Academy?

We will be well-connected to the written and broadcasting media and intend to publicise our objectives and ambitions.

The list of members will be published.



How will The Academy get to engage with these hard-pressed schools and teachers?

We have teamed up with “speakers4schools”, www.speakersforschools.org. They have been engaging with these target 2,000 schools for over ten years and have relationships with them. They will help us connect with the schools and the teachers.

How many students do you expect to benefit?

Each of the 2,000+ UK State schools will be invited to enter the essay competition. Students from Year 11 upwards will be eligible to enter.

Provided just one pupil from the school enters an essay then all the students, Year 11 and above, from that school will be invited to one of the live, exclusive, virtual events with Academy members. There will be a series of these and, hopefully, many Academy members will be able to participate. The number of students joining each event from each participating school will not be capped and so is likely to be large.

Winners of the essay prize itself will be recognised publicly and some of the essays will be published by “The Property Chronicle” and distributed globally to over 3 million people.

Any student that is commended or highly commended will be able to point to this significant achievement when making a job or further education application.



So, as a member of The Academy, what would my role be?

Firstly you could feel proud to be part of a body that is helping really large numbers of students from under-served and under-privileged schools. You will be helping them learn more about a career in Real Estate, Real Assets and Investing.

Second, you might be invited to appear on a panel of one of the virtual events with participating schools.

Third, you might be asked to fulfil a follow-up request from one of the schools. This might involve a visit to a school, some light-mentoring, a virtual event or an office visit.

Aren't there already a lot of similar type schemes ...how is this one different?

There are some existing fantastic initiatives but the emphasis tends to be on making a very big difference to a relatively small number of students.

Our objective will be different. We will deliver:

- significant social impact to a **large** number of students from 2,000+ higher-need, under-served UK state schools
- and then
- a more concentrated, targeted impact on those students that follow up with us to request further interaction with Academy members.

Summary of the significant and positive social impact you will make as an Academy member

Students from higher-need, under-served UK state schools will get:

- ✓ an opportunity to hear, learn from and interact with Academy members;
- ✓ practical help and advice on a possible career in Real Estate, Real Assets or Investing;
- ✓ an opportunity to improve their drafting/essay skills;
 - ✓ confidence from entering a National essay competition;
 - ✓ an opportunity to enhance their further education and/or job application;
 - ✓ an opportunity to improve their networking and interview skills;

Schools will get:

- ✓ an opportunity to focus students on extra-curricular intellectual activity with direct “pay-off”;
- ✓ a link to Academy members for advice, help, further bespoke events and opportunities;
- ✓ an option to invite Academy members to come and speak to students;
- ✓ learning aids via attendance of Academy events;

As an Academy member you will:

- ✓ provide visible, practical, measurable help to large number of students from under-served UK state schools;
- ✓ provide intangible benefits to students by giving them confidence and opening up opportunity;
- ✓ help widen, and diversify, access to our industries by engaging with students of all academic capabilities and not just those destined for further education;
- ✓ show your passion for the world around you and the practical steps you are taking to improve it;
- ✓ offer a number of your employees the opportunity to make a practical and worthwhile social contribution;
- ✓ enhance your own employees’ enjoyment of working for your company;
- ✓ build employee motivation and sense of autonomy;
- ✓ strengthen your culture;
- ✓ enhance your brand externally and internally;
- ✓ diversify and enhance the potential recruitment pool for jobs at your own firm;
- ✓ make interesting, and useful, connections at our Member events.



Corporate Social Responsibility (CSR)

Each year The Academy will supply its members with a Social Contribution Report that can be part of its own Annual statement.

This report will set out the measurable, and intangible, positive social contribution your company has made through its membership of The Academy.

This social contribution report will allow you, and your stakeholders, to know just what a significant social impact your membership of The Academy has made.

The Academy will provide each corporate member with a logo and summary text for publication on your own channels.



Social and Intellectual objectives

What else will The Academy do?

We will hold regular events for members to meet up and hear from outstanding guest speakers in fields other than Real Estate, Real Assets and Investment.

At these events a special guest will be invited to come and talk to members about their work in, for example, science, arts, medicine, history, demographics, public policy, conservation, military/secret services, sport, cosmology.

Any plans for the first event?

Yes, in late October 2021 we will have our first gathering. The subject will be “Is media bias such a bad thing?” and we will have John Ryley, Head of Sky News for over ten years, plus two other guests from the media.

Then, during 2022, we will have a series of events and we are already in discussions with leading historians, sports and arts figures, scientists to come along as our guests.

Any other benefits of Academy membership?

Automatic subscription to The Property Chronicle (worth £50 pa). Academy events will, from time to time, be covered by The Property Chronicle.



The Academy Editorial Board:



Chairman: Phil Clark – Global Head of Real Assets Equity, Aegon Asset Management;

Eric Adler – President and CEO, PGIM;

Amy Aznar – Head of Debt Investment and Special Situations, LaSalle;

Yolande Barnes – Professor of Real Estate, UCL;

Manish Chande – Senior Partner, Clearbell Capital LLP;

Kieran Farrelly – Partner, StepsStone Real Estate;

John Gellatly – CIO Global Real Estate, ABU Dhabi Investment Council;

Marc Gilbard – CEO, Moorfield Group Limited;

Darshita Gillies – Founder and CEO, Maanch;

Bart Gysens – MD, Equity Research, Real Estate, Morgan Stanley;

Vanessa Hale – Head of Residential Research, BNP;

Natalie Howard – Head of Real Estate Debt, Schroders;

Audrey Klein – Head of Fund Raising, Kennedy Wilson;

Elizabeth Kohlbach – Co-Founder SKWIRE;

Melanie Leech – CEO, BPF;

Martina Malone – MD, Head of Global Capital Raising, Prologis;

Professor Alex Moss – Director, Real Estate Research at the Business School (formerly Cass);

Hans Op't Veld – Head of Responsible Investment, PGGM Investments;

Jose-Luis Pellicer – Head of Investment Strategy, M&G Real Estate;

John Ryley – Head of Sky News;

Ben Sanderson – Executive Director, Federated Hermes - International;

Simon Silver – Co-Founder and Director, Derwent London;

Stephen Yorke – Founder and Proprietor “The Property Chronicle”

**What do I do next if I would
like to become a Member,
and/or learn more?**

E mail

membership@acadrealassets.com

